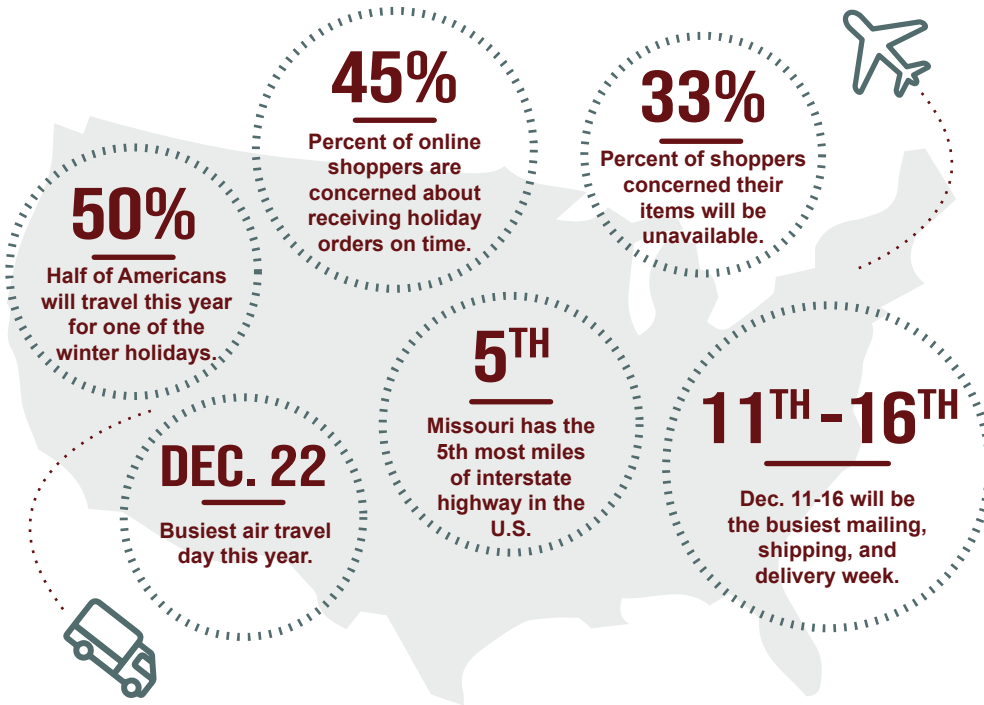


Winter Holiday

OUTLOOK



TRAVEL AND SHIPPING



LOCAL FACTS

NOEL, MO



Once a year, a city in McDonald County changes its name for a very special postage stamp. The city of Noel, pronounced "Nole," becomes "Noel" (no-ell) this time of year for the annual Christmas postmark.

The 90-year tradition lives on, as volunteers work in the post office lobby from Thanksgiving to Christmas Eve to affix a special stamp on the incoming letters. This year, they expect to stamp more than 40,000. Over the years, cards have come in from across the nation and the world.



739

Number of acres dedicated to Christmas tree production in Missouri.

\$408,870

The estimated value of Christmas tree production in Missouri in 2019.

217,182

Christmas tree inventory in 2019 measured in trees.

\$29.3 BILLION

Total expected spending on gift cards this season. The top three gift cards consumers plan on purchasing are Restaurants (30%), Department stores (26%), and Bank-issued (26%).

95%

Percent of consumers who plan to celebrate the winter holidays, including Thanksgiving, Kwanzaa, Hanukkah, and Christmas, and big shopping days, such as Black Friday, Small Business Saturday, Cyber Monday, and Super Saturday.

\$875

The amount shoppers plan to spend overall on gifts and holiday items this year.

56%

Clothing is the No. 1 gift item, followed by gift cards (44%), toys (37%), books, video games, and other media (31%), and food or candy (29%).

3-4%

NRF forecasts that holiday spending will reach record levels during November and December, growing between 3% and 4% over 2022 to between \$957.3 billion and \$966.6 billion.

62%

Percent of holiday shoppers say they won't finish holiday shopping until December.

Sources:

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